

# DREAM BIG

AT COLLEGE OF SAN MATEO

## JOBSEARCH



**BLUEPRINT**  
FOR SUCCESS



CAREER READINESS

# CLARIFYING YOUR GOALS

Before diving into your job search, take a moment to reflect on where you are in your journey. Are you a student looking for part-time or full-time work, or maybe an internship? Are you about to graduate or already navigating the job market as a recent grad? Perhaps you're exploring a new career path or aiming to grow in your current field. It's also helpful to think about what kind of work excites you. What industries interest you? Do you see yourself in an in-person role, or do you prefer the flexibility of working remotely? Your preferences can help guide your search in the right direction. Next, consider the skills and experience you've built over time. What do you feel confident doing? What certifications or credentials do you have that could help you stand out?

Clarifying your goals from the start can make a big difference. Knowing what you bring to the table and what you're looking for helps you stay focused, organized, and inspired throughout the process.

## DEFINE YOUR STRENGTHS AND PREFERENCES

Take time to reflect on your strengths and preferences. Think about your technical abilities, soft skills, language proficiency, creative talents, and any certifications or credentials you hold. These can all play a key role in your job search.

What matters most to you in a job? Are you driven by opportunities for growth, innovation, honesty, job security, or financial success? Identifying your values can help guide your decisions.

Also, think about the work environments and conditions you value. Do you prefer a strong work-life balance, in-person collaboration, flexible hours, a traditional 9-to-5 schedule, or working within a large or small organization?

Knowing what you are good at and what you enjoy can help you better understand what truly satisfies you—and lead you to a job that fits.

### 3 ITEMS TO PREPARE

When begin your job search and networking journey, it's important to have three key items prepared and ready for review: your resume, LinkedIn profile, and elevator pitch. These tools are essential and play a vital role in advancing through the job search process.

## NETWORKING AND LEVERAGING YOUR RESOURCES

Networking is making connections to relevant people in your field of interest. Referrals or recommendations to employers via professional connections are one of the

most powerful ways to find a job.

**Studies show that 80% of open positions are filled by referrals.** When you start networking let your friends, former colleagues, industry groups know you are job hunting. Your close ties may be connected to a lot more people than you think. Letting them know that you are looking for a job can help start the process right away.

Start networking at **industry events in-person**. You can meet hiring managers or make connections at networking events, job fairs, webinars and within professional groups.

**LinkedIn** can also be a great way to reach out and show your interest to recruiters or people working at companies you are interested in.

## FINDING A JOB

**Now that you have started the job search process, it's essential that you narrow down your search results. You may find jobs or internships at College of San Mateo's Workforce Development, Career Services website and social media, but you may also look for postings on online job boards. Here is a list of popular online job boards:**

**LinkedIn** is one of the most powerful tools for finding a job. It's a professional social network with over 500 million members – think of it as Facebook for your career. The website and mobile app allow you to search for job openings and, in many cases, apply directly. Once you create a profile, you can begin connecting with other professionals. These connections can be valuable for asking for informational interviews (casual conversations to learn more about someone's job or career), requesting recommendations, or learning about upcoming job opportunities. LinkedIn also suggests jobs that may be a good fit for you based on your profile. Having a LinkedIn profile and being an active member can greatly benefit your career due to its reach and usefulness.

**GLASSDOOR** posts jobs but also provides anonymous reviews from current and past employers. Users can also anonymously submit and review salaries and other information regarding experiences with the company which can help you determine if the company is right for you.

**INDEED** is a widely used job search platform that connects job seekers with employers by aggregating listings from company websites, job boards, and recruiting agencies. It also offers tools for building resumes, researching companies, and setting up job alerts.

**Most companies post jobs on their own websites before posting them to job boards. If there are specific companies you're interested in, regularly check their career pages.**



When you create profiles in job boards, use keywords that align with your job description to be noticed. Set up job alerts that include location, roles, and salary etc. Use job boards to research a company by reading employee reviews.

If an introduction email is not an option, you can always introduce yourself and talk about how that person was highly recommended for that subject.. Talk about the opportunity to connect for 20 minutes and ask them about their availability. Always remember to mention the person who referred you.

## CONNECTING WITH PROFESSIONALS YOU NEVER MET BEFORE

Falling victim to self-doubt and feeling inadequate are all natural things that happen more often than you think.

Whether you have impostor syndrome, you're an introvert, think you aren't good enough, or believe that connecting with professionals isn't worth it – the truth is, building relationships is essential to your growth, confidence, and opportunities. Don't let your doubts hold you back from making meaningful connections.

Most professionals show empathy towards you and your situation. At some point in time they were in the same position. Some professionals simply like to pay things forward. A lot of professionals like to talk about themselves in return making them look good to others. A handful of professionals may help and be part of the recruiting process.

## NETWORKING AND PLAYING THE STUDENT CARD

When you reach out to professionals, let them know that you are a student seeking career insight in their respective field. Most professionals can relate back to when they were in the same shoes with no job and few or no connections.

### HOW TO REACH OUT

Ask professors, friends, classmates, family, or people you know if they know anyone who works in any of your TOP 10 organizations or in industries or job functions that interests you.

You can use LinkedIn filtering for each of your top 10 organizations. Anyone who is listed as a 2nd connection knows someone you are connected with. You can now ask the person you know to start an introduction email for you.

### EXAMPLE OF EMAIL

Subject: Referred by Cynthia  
Dear Gabriel,

I'm a student at CSM and I'm really interested about starting my career in Nursing. I had a great conversation with Cynthia last week, and she recommended you as a great person to talk to about Nursing.

I would love the opportunity to connect with you for a 20-minute video chat sometime in the next few weeks. I understand you probably keep a busy schedule, so I'm willing to meet before or after business hours, if necessary. Are you available at 11 am this Wednesday or after 5 pm on Thursday?  
I look forward to hearing back from you.

Best regards,  
Mateo Sanchez

# 10 DAY OUTREACH STRATEGY



**DAY 1**  
Send initial email

**DAY 3**  
Send follow-up email

**DAY 5**  
Call

**DAY 7**  
Send message via LinkedIn

**DAY 9**  
Print & mail a letter

**DAY 10**  
Stop contacting repeat steps with the next 5 people

## PREPARING FOR NETWORKING EVENTS

When you attend networking events remember that everyone you talk to are new resources. You can prepare questions like...

- Educational background questions
- Career path questions
- Job responsibility questions
- Work condition questions
- Industry questions

## FINAL TIPS FOR NETWORKING

Networking is all about making a positive and lasting impression. These simple tips can help you present yourself professionally, build genuine connections, and make the most out of every opportunity.

### DRESS PROFESSIONAL

Business casual is usually a safe choice – avoid overly bright colors, dress neatly, and make sure you're well-groomed.

### BRING BUSINESS CARDS OR PREPARE LINKEDIN APP

Customize your LinkedIn URL to something simple and professional. Example: [www.linkedin.com/in/mateo-sanchez](http://www.linkedin.com/in/mateo-sanchez)

### INTRODUCE YOURSELF EFFECTIVELY

Offer a firm handshake, make eye contact, and deliver a clear 30-second elevator pitch that shares who you are, your goals, and a call to action.

### BE AN ACTIVE LISTENER

Show interest by listening closely, asking thoughtful questions, and engaging in the conversation.

### TAKE NOTES

Write down important details such as names, roles, and follow-up items while they're fresh in your mind.

### FOLLOW UP ON CONVERSATIONS

Send a thank-you message to professionals you spoke with and follow up on your ask – whether it's setting up an informational interview or learning more about an opportunity.